

Perancangan corporate Identity Bengkel MKD Custom Bike and Classic Garage di Jepara

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ABSTRAK

Bengkel MKD custom bike and classic garage adalah bengkel jasa untuk motor tua yang terdapat di Kabupaten Jepara. Bengkel ini hanya merestorasi motor klasik. Bengkel MKD custom bike and classic garage tergolong bengkel baru dan belum banyak dikenal banyak orang, karena bengkel belum memiliki identitas visual, maka dari itu perlu melakukan perancangan Corporate Identity. Pengambilan data dilakukan dengan cara observasi, wawancara, dokumentasi dan penyebaran kuisioner serta metode pendekatannya adalah metode 5w+1h dan analisa SWOT. Hasil penelitian menunjukkan bahwa sebuah logo merupakan identitas visual penting dari suatu produk. Logo MKD custom bike and classic garage berhasil memvisualisasikan 2 pesan utama, yakni menciptakan citra klasik motor tua dan hasil reparasi yang berkualitas dari sebuah bengkel, sehingga menjadi suatu pembeda dari bengkel motor lainnya. Proses pembuatan logo berdasar kepada hasil kuisioner yang mengarah pada elemen untuk merancang logo yang simple namun menarik untuk dilihat. Media utama yang digunakan adalah menggunakan neon box serta media pendukung menggunakan spanduk, merchandise berupa sticker dan topi serta packaging berupa kantong plastik. Perancangan Corporate Identity terhadap bengkel MKD custom bike and classic garage perlu dilakukan supaya dapat dikenal oleh masyarakat khususnya masyarakat Jepara melalui media-media yang telah ditentukan.

Kata Kunci : Bengkel, Corporate Identity, Logo, Perancangan

Corporate Identity Design Of MKD Custom Bike Workshop and Classic Garage in Jepara

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ABSTRACT

MKD custom bike and a classic garage is a service garage for old motorcycle located in Jepara regency. This garage only focusing on classic motor restoration. MKD custom bike and classic garage are classified as a new garage and not many people know about this service yet, due to the garage does not have a visual identity. Thus, it is necessary to design a Corporate Identity. The research was running by collecting data through observation, interview, documentary and questionnaire distribution by using method 5w + 1h approachment and SWOT analysis. The results showed that a logo is a visual identity of a product. The MKD custom bike and classic garage logo have successfully visualized the 2 main messages. First, is creating an image of a classic motor and second is showing the best services to a customer, so it will become a differentiator from another motorcycle garage. The process of creating the logo based on the results of questionnaires that lead to the elements for designing a simple yet eye-catching logo. The neon box is the main media that will be used and supporting media will be using banners, merchandise (stickers), hats and packaging in plastic bags. Identity Corporate design of the MKD custom bike and classic garage needs to be done in order to be widely known by the society especially the society of Jepara through the media that have been determined.

Keyword : Corporate Identity, Design, Garage, Logo